Political Advising

Academic Year: (2022 / 2023) **Review date: 25-11-2021**

Department assigned to the subject: Social Sciences Department

Coordinating teacher: ORRIOLS GALVE, LLUIS

Type: Electives ECTS Credits : 6.0

Year : 4 Semester :

OBJECTIVES

ACQUISITION OF SKILLS AND TECHNIQUES FOR PROVIDING ADVISORY SERVICES TO LEADERS AND INSTITUTIONS

The student will have a clearly defined perspective on a particular career path increasingly in demand both by Political Science students and in the labour market.

The student will acquire knowledge and highly practical teachings on the tasks of political consultancy and advice for the different political organisations and scenarios. This will lay the foundations for the relationship between communications and politics.

Students will develop skills related to political communications and political marketing, handling conceptual political science tools: structure and meaning of political messages, relations between the political parties, institutions and candidates and the media, leadership analysis, campaign design, identification of voter types and interpretation of election results, among other things.

Students will be taught to manage, organise and structure useful sources of documentation for the exercise of their tasks.

They will learn to prepare and structure political reports, to design and analyse political strategies and political campaign speeches, institutional statements, parliamentary speeches, etc.

DESCRIPTION OF CONTENTS: PROGRAMME

1. Political advice and consultancy as professional fields of expertise of political scientists.
2. Political marketing and media relations.
3. Political discourse analysis.
4. Political advice and consulting for institutions.

LEARNING ACTIVITIES AND METHODOLOGY

The course will consist of lectures and lab classes, although the course will have thoroughly practical content.
The course lectures will provide the student with the conceptual and theoretical tools necessary for understanding and performing case studies.

The theoretical classes will explain the functioning of political agents and institutions, the performance of advisory work for each and the analysis of the context.

All theoretical presentations will be supplemented with practical examples drawn from the analysis of the publications of the media, institutions, websites of political parties and from the political reality.

The practical classes include the analysis and interpretation of political speeches on the different organisational and institutional levels, analysis of opinion polls, election results and political reports.

Apart from analysing and interpreting specific cases, students will develop their own speeches and reports in various situations posed by the professor. They will also handle press reports and build their own archive with the information needed to plan an election campaign.

ASSESSMENT SYSTEM

The evaluation of the theoretical part will be performed through an examination and test on the contents of the lectures. This test accounts for 50% of the final grade.

The evaluation of the practical part is conducted through the preparation and presentation -in a timely fashion- of the practical exercises for each of the subjects: the performance of voluntary tests on topics covered in class (for a positive grade it is essential that you include the listing of concepts discussed in the theoretical presentations) and mandatory tests that develop the analytical and critical capacity of the student. This accounts for 50% of the final grade.

% end-of-term-examination:	50
% of continuous assessment (assigments, laboratory, practicals…):	50

BASIC BIBLIOGRAPHY

- Barranco Saiz, J. Marketing político y electoral, Pirámide - ESIC (2010).
- Canel, María José Comunicación política: una guía práctica para suestudio y práctica (2ª ED) , Tecnos, 2006
- Maarek, P. Marketing político y comunicación. Claves para una buena infomación política, Paidós (1997 - última ed. 2009).
- Santiago Barnés, J. y Carpio, M. A. La gestión actual del consultor político, Lid, 2010

ADDITIONAL BIBLIOGRAPHY

- Pin Arboledas, J. R. Tsunamis políticos. Reflexiones para empresarios y directivos en su relación con la política, EUNSA - IESE (2010).